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Hudson et al.

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(54) **METHOD FOR INTERACTIVE VIDEO
CONTENT PROGRAMMING**

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See application file for complete search history.

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(57) **ABSTRACT**

The present invention is directed to a system and method for
interacting with video by displaying one or more interface
links associated with video content being displayed, pausing
the video content when an interface link is interacted with,
allowing the user to view ancillary content the interface link
is linked to over a network, and un-pausing the video content
after the user elects to continue viewing the video content. In
one or more embodiments, the ancillary content may permit
e-commerce, display additional video or other images, and/or
include links to additional ancillary content. The present
invention also includes a method for creating an interactive
video.

92 Claims, 4 Drawing Sheets

